



Commonwealth of Massachusetts

**OFFICE OF THE PLYMOUTH
AND BRISTOL DISTRICT ATTORNEYS**



**PLYMOUTH DISTRICT
TIMOTHY J. CRUZ
DISTRICT ATTORNEY**

**BRISTOL DISTRICT
C. SAMUEL SUTTER
DISTRICT ATTORNEY**

PRESS RELEASE

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Contact:

**Plymouth County District Attorney's Office
Bridget Norton Middleton (508) 584-8120**

**Bristol County District Attorney's Office
Gregg Miliote (508) 997-0711**

District Attorneys Cruz and Sutter launch initiative to combat cyberbullying

Plymouth District Attorney Timothy J. Cruz and Bristol District Attorney Sam Sutter today announced a joint initiative with LiveWires Design LTD to launch *Braincells*, an innovative computer game developed to educate students about cyberbullies and cell phone hackers.

District Attorney Cruz and District Attorney Sutter, were joined today by Drew Ann Wake, president of LiveWires Design and Raynham Police Chief Lou Pacheco at Bridgewater-Raynham High School to announce the launch of the game. As part of this collaboration, the game will be available to educate students in both counties free of charge for one year.

District Attorney Timothy J. Cruz stated, "One of the biggest challenges facing kids today is how to navigate safely in this increasingly technical world. Today, kids often communicate on the internet and through cell phone text messages. *Braincells* not only teaches children appropriate cell phone behavior, but it also helps them recognize unsafe behavior."

District Attorney Sam Sutter said, "By teaching our children how to respect one another in a world that is increasingly becoming an online one, we are preparing them for adult life and preventing bullying from growing into real life violence. I am very pleased to be a facilitator for this game, and it is exciting to know that children in Bristol and Plymouth counties will be the first students in America to utilize this innovative and interactive way to teach our children how to relate to one another without resorting to bullying or violence."

"Computer games often glorify bullies. This game does the reverse. It shows how students can act together to bring an end to bullying." said Drew Ann Wake, President of LiveWires Design.

The animated program is set in the fictitious Braincells High, which is in turmoil. Eddie the Bully steals cell phones from younger students. He hacks into the school computer and "improves" his marks. Then he initiates a series of cyberbullying incidents setting the students against one another. In the final game, Get Eddie, players bring peace to the school. The game is broken down into three areas: Hacking, Bullying and Cyberbullying.

The Hacking portion of the game was beta tested with students from Canada. The Bullying portion of the game was beta tested with students from the Netherlands, and the Cyberbullying portion of the game was beta tested with students from both Plymouth and Bristol counties.

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